



## Retailing Bibliography

The Idaho Commission for Libraries Professional Development Service (PDS) provides access to numerous titles in the field of library and information sciences. Free shipping to and from your library is provided! See <http://libraries.idaho.gov/pds> for more information. The following is a sampling of titles that are available.

Anderson, Chris. (2006). **The Long Tail: Why the Future of Business is Selling Less of More.** New York: Hyperion. *658.8 ANDERSON 2006*

Examines how the marketplace is changing from a one-size-fits-all model to an abundance of variety to appeal to consumers who want more of a choice, and can get it thanks to the commercial viability of distribution, manufacturing, and marketing.

Asacker, Tom. (2005). **A Clear Eye for Branding: Straight Talk on Today's Most Powerful Business Concept.** Ithaca, New York: Paramount Market Pub. *658.8 ASACKER 2005*

The author addresses the concept of branding in simple terms to allow the reader to understand, evaluate, and communicate strategies and organizational issues.

Barnes, James G. (2006). **Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships.** Hoboken, N.J.: John Wiley. *658.8 BARNES 2006*

Day, George S. (1999). **The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers.** New York: Free Press. *658.8 DAY*

A professor of marketing and successful consultant shares a decade of research on marketing strategies, using examples from Virgin Atlantic, General Electric, Procter & Gamble, and Staples to show which techniques work, and which do not.

Dean, Corinna. (2005). **Inspired Retail Space: Attract Customers, Build Branding, Increase Volume.** Gloucester, MA: Rockport Publishing. *658.8 DEAN 2003*

Aesthetics and marketability of a retail space are explored, providing practical tips to attract customers, to improve traffic flow, and displaying merchandise.

Debelak, Don. (2000). **Streetwise Marketing Plan.** Holbrook, MA: Adams Media. *658.8 DEBELAK*

Tools for developing a comprehensive Sales and marketing plan for your business, service or product are provided.

Del Vecchio, Gene. (1997). **Creating Ever-Cool: A Marketer's Guide to a Kid's Heart.** Gretna, La: Pelican Pub. Co. *658.8 DELVECC 1997*

Exploration of products which have maintained the "ever-cool" status such as the Barbie doll. Information about what influences the market and how to use this information to create an "ever-cool" service.



Denove, Chris. (2006). **Satisfaction: How Every Great Company Listens to the Voice of the Customer.** New York: Portfolio. 658.8 *DENOVE* 2006

Two leading figures from J.D. Power and Associates provide insider information on how to improve a business through consumer satisfaction, citing the examples of market leaders including Toyota and Staples while covering such topics as service providers, product manufacturers, and implementing customer-focused strategies.

Diller, Stephen. (2006). **Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences.** Berkeley, Calif.: New Riders. 658.8 *DILLER* 2006

Falk, Edgar A.(2003). **1001 Ideas to Create Retail Excitement.** New York: Prentice-Hall. 658.8 *FALK* 2003

The author gives practical suggestions that show small-to medium-sized retailers how to attract new customers and how to keep them coming back.

Gobell, Marc. (2001). **Emotional Branding: The New Paradigm for Connecting Brands to People.** New York: Allworth Press. 658.8 *GOBE* 2001

This text reviews brand names and provides insight for building brand loyalty by showing the reader how to capture today's consumers on a deeper emotional level.

Leebaert, Derek. (1998). **The Future of the Electronic Marketplace.** Cambridge, Mass.: MIT Press. 658.8 *FUTURE* 1998

An illustrated, timely, authoritative collection of essays shows how the world's major companies are responding to the birth, with the Internet, of the electronic marketplace and the changes it has wrought on the relationship of vendors and consumers.

Levinson, Jay Conrad. (1998). **Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business.** Boston: Houghton Mifflin. 658.8 *LEVINSO*

Identifies the fastest growing markets, and discusses recession strategies, modern consumers, targeted prospects, technology, and management.

McDonald, Malcolm. (2007). **Marketing in a Nutshell: Key Concepts for Non-Specialists.** Oxford: Butterworth-Heinemann. 658.8 *MCDONAL* 2007

Moore, John. (2006). **Tribal Knowledge: Business Wisdom Brewed from the Grounds of Starbucks Corporate Culture.** Chicago, IL: Kaplan Pub. 658.8 *MOORE* 2006

Schmitt, Bernd. (2003). **Customer Experience Management: A Revolutionary Approach to Connecting with your Customers.** New York: Wiley. 658.8 *SCHMITT* 2003

A new approach to marketing called customer experience management (CEM) is based on the concept that companies can better use their technological resources to maximize the sensory and emotional aspects of the customer's experience, especially now that so much of commerce takes place online or from remote locations like ATMs.

Sernovitz, Andy. (2006). **Word of Mouth Marketing: How Smart Companies Get People Talking.** Chicago, IL: Kaplan Pub. 658.8 *SERNOVI* 2006



Sinha, Arun. (2007). **Sweet Spot: How to Maximize Marketing for Business Growth.** Hoboken, N.J.: John Wiley & Sons, Inc. 658.8 SINHA 2007

Siskind, Barry. (2005). **Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences and Consumer Shows.** Mississauga, Ont.: J. Wiley & Sons Canada. 658.8 SISKIND 2005

Underhill, Paco. (2000). **Why We Buy? The Science of Shopping.** New York: Simon & Schuster. 658.8 UNDERHI 2000

This book provides tips on how to adapt to the changing customer in today's market.

Underhill, Paco. (2005). **Call of the Mall: The Geography of Shopping by the Author of Why We Buy.** New York: Simon & Schuster. 658.8 UNDERHI 2005

The author explores the social and economic culture of an American icon "The Mall."

By examining the use, what it means, why it works, and why it sometimes doesn't.

Weiner, Mark. (2006). **Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication.** San Francisco: Jossey-Bass. 658.8 WEINER 2006

Weinreich, Nedra Kline. (1999). **Hands-on Social Marketing: A Step-By-Step Guide.** Thousand Oaks, Calif.: Sage Publications. 658.8 WEINRE

Whalin, George. (2001). **Retail Success! Increase sales, maximize profits, and wow your customers in the most competitive marketplace in history.** San Marcos, CA: Willoughby Press. 658.8 WHALIN 2001

The author provides solutions to utilize advertising to increase customer traffic and sales.

Practical tips are provided for shaping a successful retail market environment.

Zaltman, Gerald. (2003). **How Customers Think: Essential Insights into the Mind of the Market.** Boston: Harvard Business School Press. 658.8 ZALTMAN 2003

The author provides insight in what happens within the complex system of mind, brain, body, and society as consumers contemplate their needs and evaluate products. Tools and techniques are introduced to assist marketers in "mining the unconscious."